

How to Connect with System Integrators

Making the most of your CSIA membership

PARTNER ENGAGEMENT SERIES

How to make the most of your membership

How do you reach CSIA integrator members?

The OLD Way: Request a list of all member email addresses so you can send out a marketing blast. The result is usually unsuccessful.

Unless you have a timely and killer value proposition, it's unlikely a CEO from a sales prospect will answer your call or emails. If they are not ready to hear from you, your message is doomed for deletion.

No response. No meetings.

The NEW Way: Engage in conversations that add value to the executive's business goals. To do this, you must build their trust and meet them where they are.

CSIA offers you unprecedented access to integrator company CEOs, presidents, owners and top executives — those with whom you want to build a business relationship. Customers do business with those they like and trust. Building those relationships will show in your bottom line.

If you . . .

- are an active participant on the controlsys.org Open Forum,
 - present your ideas by hosting webinars,
 - share your great work through case studies and articles on the Exchange,
 - join a committee,
 - attend, sponsor, and exhibit at the Executive Conference,
 - eat breakfast and sit with integrators at the Conference,
- . . . you are building trust.**

Now send those integrator executives an email. We think your results will be much better!

Want to learn more about how to reach prospective customers? Read, "[How to reach clients who have never heard of you.](#)"

The marketing funnel has changed

On average, buyers are nearly 40% through their decision-making process before connecting with a vendor directly (CFE Media.) [View the data here.](#) According to Google, that number is closer to 90% at the B2C level.

Do you want to know about a sales opportunity when your prospect is 40% through the buying process or would you prefer to know earlier?

BUILD RELATIONSHIPS AND TRUST

Attend and exhibit at the CSIA Executive Conference

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The CSIA Executive Conference gives you unfettered access to prospective customers. With more than 500 attendees, this is the most efficient networking event in the industry for those who sell to system integrators. Successful exhibiting partners start building awareness prior to the conference with a webinar, CSIA Exchange profile and Open Forum posts.

- **Sponsor the Conference.** You'll gain name recognition and support CSIA's mission. Many sponsorship opportunities are available at various levels.
- **Exhibit.** Reserve a booth at the annual Partner Expo and promote your products and services to hundreds of control system integrators from around the world. This is a unique event that focuses on relationship building. If you're not there, you're not connecting.
- **Build relationships.** Stay for the entire conference. Strengthen your networks. Ask a few key questions of everyone you meet to improve your understanding of their business so you can better showcase yours.
- **Prepare to succeed.** CSIA offers tips and tricks to help you get the most out of your participation. Watch for them to be posted in the online conference community.

Tips & Tricks

1. Don't limit your experience to the exhibit hours. The entire 3.5-day experience *is* the "exhibit." Take any opportunity you can to interact socially with the SI members. This event is about meeting people, getting your name seen, and letting SI owners know you care about them and their business at a high level.
2. Attend the breakout sessions to learn what key concerns SIs and their owners have in running their business. Think of this event as a continuing education investment in yourself where the ROI comes from you being able to do your job better through working with SI owners better.
3. Move around and sit at different tables during the day. Introduce yourself and ask others about their involvement in CSIA, get them talking about themselves and why CSIA is important to them.
4. Enhance and communicate your brand image. Do wear a company logo shirt – something that lets folks know who you are. The subtle visibility your brand image is useful.
5. Have a short 20-30 second summary of how you help SIs, in owner-oriented language, on the tip of your tongue.
6. Exchange (rather than deal out) business cards. Look at the integrator's card and write a note on it to aid your memory and to show you are listening. And, follow up soon after the conference, even it's just a "thanks, nice to meet you" note.
7. Don't engage with hard sales pitches.
8. You get what you put in, so be active and engaging with fellow members all year-round.

CSIA Partner Member Resources and tools

[Marketing and Membership Resources](#)

[Resources for Partners to Plug into CSIA](#)

[CSIA Executive Conference](#)

[New Member Kit](#)



CSIA Partner Member Resources and tools

[Partner Technical Webinar Agreement](#)

[Webinar Archives](#)

[New Member Kit](#)



SHOWCASE YOUR KNOW-HOW

The online Open Forum and Partner Technical Webinars grow name recognition

Connect on Controlsys.org

Controlsys.org is home to the CSIA Open Forum and other members-only discussion areas. Consider engaging with integrators by starting discussion threads or answering existing questions, while being careful NOT to post commercial messages. A consistent presence on the Open Forum will help build your "expert status" and grow name recognition.

Sending messages via the members-only area ensures high deliverability, much like sending messages to your contacts in LinkedIn. Because members can connect directly with one another, invitations and emails are much more effective and likely to be received and answered.

Partner Technical Webinars

CSIA Partner Technical Webinars are an excellent opportunity to educate integrators and build a trusting relationship between them and your company. You bring the expert and the presentation and CSIA will co-brand and promote it.

Hosting a webinar for an integrator audience benefits all CSIA members and generates a list of leads for you. Wouldn't you rather contact warm leads — attentive integrators who opted in and spent 30 minutes hearing what your company has to say — than make cold calls and send unanswered emails to cold prospects?

There's no cost to doing this; it's a benefit of CSIA membership.

Our partner technical webinars *average* 80 attendees. Partner members may host one webinar per year. However, if you have a lot of content and want to present more often let us know. Webinars are not for sale but Exchange Packages can feature up to four additional per year.

Download the [Partner Technical Webinar Agreement](#) from our [Members only area](#).

THE EXCHANGE WORKS!

Get leads and build your brand on the CSIA Industrial Automation Exchange

The **CSIA Industrial Automation Exchange** is the premier automation supplier guide featuring thousands of control system integrators and industry partners who provide industrial, manufacturing, and process automation solutions.

This is the first place where clients search for industrial automation answers and research technology teams to implement their next automation integration project.

The Exchange sees over 40,000 views a month and that's growing! More important than traffic is that it generates qualified leads for our members. Visitors are a focused audience of SIs and end-users so the traffic is more relevant than the random views you get from LinkedIn.

The Exchange works! — especially for those companies that are actively engaged with it. Use it to build your brand as part of a larger content marketing strategy. Make daily or

weekly updates on your profile to share white papers, articles, videos, case studies etc. Fresh content will increase your profile visibility and brand awareness with our members.

Featured interview

One of the many benefits of an Exchange Package is the ability to feature an interview with one of your key staff or executives on the Exchange home page. It's a great way to personalize your company. People do business with people they like and trust, not logos and mission statements. The interview

should include back links to your website including landing pages — opportunities to convert visitors to leads. Download the [Interview Questions](#).

Feature your SI Partner Program

You should consider featuring your system integrator partners on your Exchange profile to provide clients an easy way to identify who is qualified to integrate your products and services.

This feature is available a la carte or part of certain [Exchange Packages](#). [We've written a guide](#).

CSIA Partner Member Resources and tools

[Marketing and Membership Resources](#)

[Resources for Partners to Plug into CSIA](#)

[Media Kit and Pricing for the Exchange](#)



Exchange guest blog

CSIA Exchange subscribers with Gold Profiles are encouraged to contribute blog articles on subjects of interest to industrial automation clients. Featured on the Exchange home page, the CSIA Blog is an opportunity to educate, share case studies, and discuss trends or challenges within the industry. Bonus: Your case study or blog articles may also translate well into a webinar presentation.

Find all hyperlinked references in the PDF of this document at: <http://bit.ly/csia-partner-marketing>